



Ask students, what they think the first food truck was? Write it on the board.

Draw a timeline on the board for the thoughts of what students think the food truck was during that time period and then below write the actual food truck.

1600s-The First Food Truck Developed Push Carts



- Since the 1600s, pushcart and street vendors in New York City already had a difficult relationship with local officials.
- In 1691, a city ordinance was issued stating that street vendors can only start selling their goods two hours after public markets had been opened
- By 1707, street food vendors were completely banned in New York City in an effort to prevent congestion and also due to complaints from retail stores and restaurants.
- But despite strict regulations, street food and other pushcart vendors continued to thrive in the city at that time as property owners and the police were agreeable to bribes.
- Ask students what they think the popular foods were during that time? Pretzels, breads, meat pies, fruits, and sandwiches for garment, construction, and delivery workers looking for filling yet affordable meals.

Ask students what they think the next food truck will be?

1866- Chuckwagons



- Another forerunner of modern food trucks were chuckwagons. A type of “field kitchen”, chuckwagons were popular on the prairies of the United States providing cooked food for cowboys and miners.
- In 1866 , the chuckwagon is invented, its attributed to Charles Goodnight, a Texas cattle rancher who modified an Army wagon and fitted its interior with storage drawers stocked with kitchenware and food supplies.

1872- Lunch Wagon



Thanks to Rosalie Valenza Szmauz for this Trenton Times annotated photo from her father's (Charles Valenza) collection. January 24, 2013

- By 1872, a food vendor with the name Walter Scott conceived of the lunch wagon. Modifying a covered wagon by adding windows, Scott sold sandwiches, pies, and coffee to pressmen and journalists in front of a newspaper office in Providence Rhode Island. The rise to the demand of lunch wagons led Thomas H. Buckley to start manufacturing various models that featured sinks, refrigerators, and cooking stoves.
- In 1894, sausage vendor sold their wares outside student dorms at major eastern universities. Can anyone guess what the universities were? (Yale and Harvard)
- Now that we have discussed stagecoach like food truck what invention do you think occurred that helped the evolution of food trucks? (add to timeline) ask what the possible food truck could be?

1917-Mobile Canteens



- The invention of automobiles also had an impact to the evolution of the mobile food industry, around the late 1800s were the early stages of automobiles.
- Mobile canteens, which at this point nearly resembled modern food trucks, were permitted by the US Army to operate on stateside army bases around the 1900s.
- Ice cream vans are one of the first mobile food vendors that use modified trucks and gained popularity by 1950s.
- Around 1960s, bigger food trucks started selling familiar products like tacos and burgers to blue-collar locations like construction sites and factories. But these trucks gained a bad reputation due to substandard health practices and dirty vending locations giving them the nickname “roach coaches”.

1936-Oscar Mayer



- In 1936-Oscar Mayer rolls out the first portable hot dog car-The Weiner Mobile created by Oscar Mayer's nephew, Carl G Mayer.
- The weinermobile is shaped like a hotdog on a bun which is used to promote and advertise Oscar Meyer products.
- Hotdoggers is the name of the drivers
- To this day there are eight active weinermobiles assigned to different parts of the US.
- The hotdogger position is open to US citizens and the job lasts from the first of June until the following first of June. And only college seniors who are about to graduate are eligible.
- Now that automobiles have been invented...what do you think the next food truck will be?
- A hint....when you hear the music coming from this truck you typically run towards it

1950-Ice Cream Truck



- Ice cream wasn't invented until 1904
- 1920s advances in refrigeration meant electric coolers replaced ice deliveries. Electric coolers were portable.
- During this time, 1920s, the Prohibition and the end of easy access to wine, beer or spirits. For many Americans, the comfort of fast food and sweets replaced the drinks. The popularity of ice cream parlors and trucks boomed during this time.
- The first ice cream truck was created by Harry Burt from Youngstown, Ohio. He also was the creator of the Good Humor brand. He came up with the idea of chocolate covered ice cream bars on a stick. He delivered ice cream from his motorized vehicle and realized "the ice cream sucker" was easy and clean to sell to those on the street.
- Ice cream was only a nickel
- In 1950s, Ice cream trucks begin selling their frozen treats
- As soon as children heard the sound of "Pop Goes the Weasel" or "The Entertainer" children would run towards the sound to catch the ice cream truck
- Has anyone eaten from an ice cream truck? What kind of treat was is?
- The Mickey mouse shape ice cream was the most popular in the 1950s and now the ice cream trucks keep up with current popular characters

1960s-1980

Roach Coaches, First taco truck, & Grease trucks



- In the 1960s, Roach Coaches made their presence known to construction sites around the country
- In 1974, Raul Martinez converted an old ice cream truck into the nation's first taco truck, King Taco, and parked it outside of an East Los Angeles bar. It has since expanded to 20 popular locations throughout LA county. It has also been placed as the top 100 of Hispanic Business Magazine's "Top 500 Hispanic Businesses" Mexican food lovers attribute King Taco's success to its use of fresh ingredients and consistent quality.
- 1980, grease trucks, a group of food trucks, starting selling "Fat Sandwiches" to college students at Rutgers University in New Jersey. Fat Sandwiches were a sub roll containing a combination of ingredients such as burgers, cheese, chicken fingers, french fries, mozzarella sticks, gyro meat, and bacon.
- What are two ingredients that you would use for a fat sandwich? Ask a few students to answer aloud

2004-2006 Food Trucks Get Recognized



- <http://www.vendyawards.streetvendor.org/>

The Vendy Awards is an annual street food competition series that determines the “best of the best” in street food. Each year thousands of guests eagerly purchase tickets to sample food from publicly nominated vendors. The winners are chosen by event ticket holders as well as a panel of celebrity judges that includes chefs, television personalities and city officials.

Since 2005, the Vendy Awards has spread from a small garage in the East Village to some of New York City’s largest open spaces as well as other destinations across the United States, including Philadelphia, Los Angeles, and Chicago.

The Vendy Awards also serves as a fundraiser for the Street Vendor Project, a membership-based non-profit organization that stands up for vendors’ rights. The Street Vendor Project’s most recent campaign resulted in lowered fines for non health-related infractions, such as having a cart or stand too close to a curb or street.

2008 Kogi BBQ



- But after the recent recession forced many restaurant chefs to lose their jobs, the food truck scene was once again transformed as established and aspiring chefs brought gourmet dishes to the streets. Though limited due to certain restrictions including pricing and operations, food trucks offered customers products they would normally experience in restaurants. Around 2000s, the negative reputation of mobile food disappeared as creative businesses started to attract attention. Ethnic and fusion cuisines have become popular wares of food trucks and with online technology, entrepreneurs connected to more customers than ever before.
- One of the most successful and inspiring food truck businesses is Kogi Korean BBQ. Combining Mexican and Korean food, Kogi grew from a single food truck operation in 2008 to a fleet of five trucks today. Initially, Kogi did not have any fixed locations but, in addition to its trucks, its operations now include order counters in the Alibi Room and sit-down restaurant Chego (specializing in rice bowls). In partnership with David Reiss, Kogi's co-founder chef Roy Choi opened the A-Frame restaurant that conveys the Hawaiian idea of "aloha".
- The success of Kogi Korean BBQ and its founders can be attributed to their great food plus utilization of offline and online promotions. Kogi's popularity started when it began going to bars and giving free samples to bouncers, who enjoyed the products and spread the word about the food truck. Kogi also took advantage of the digital space, approaching bloggers to try their food so they can write about it, which in turn increased the business' online presence. Twitter also has been a driving force for the business as it used the social media platform to announce vending locations to customers. This led for Kogi Korean BBQ to be proclaimed by Newsweek as "America's first viral eatery".

2010



- <https://www.youtube.com/watch?v=tM4gVUVJKes>

- In 2010, Southern California Mobile Food Vendors Association is created to protect the right of gourmet truck owners.
- May- National Restaurant Association dedicates 1,500 square feet to food truck exhibits at its annual convention in Chicago
- August- The Great Food Truck Race marks the first television centered on the mobile food industry. (play youtube video, promo clip for the show)
- September-Mobile Cuisine (mobile-cuisine.com) becomes the first website to provide coverage of the mobile food industry nationally. Also, the US government adds “Tips for Starting Your Own Street Food Business” to its small business website business.gov. (If time allows, show them the site)
- October-The prestigious Zagat guide announces that in 2011 they will begin to provide reviews of food trucks.
- November- Los Angeles starts ranking food trucks with letter grades like restaurants.

2011



January- President Barak Obama “Tweets” that his favorite truck in Washington DC is D.C. Empanadas. It’s the only gourmet empanadas!

June- NY issues the first limited liquor license to the Pera Food Truck selling Turkish Tacos

August- The Gap launches a nationwide ad campaign marketing a retro style jean with the use of a food truck

2012-Present



- https://www.youtube.com/watch?v=aEKfJLt-rho&oref=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DaEKfJLt-rho&has_verified=1

- February 2012- Food Trucks serve NFL Superbowl Fans in Indianapolis.
- June 2014- the National Food Truck Association is formed creating the first national association of food truck associations.
- August 2014- The movie "Chef" is released. This Jon Favreau movie's plot is centered around a chef who loses his restaurant job starts up a food truck in an effort to reclaim his creative promise, while piecing back together his family.

The mobile food industry has changed dramatically throughout its rich history. Yet, some of the problems that food truck owners once experience remain like opposition from restaurants, dynamic local regulations, and logistical limitations. But change can also be a good thing as the advent of automobile technology, online social media platforms, and culinary creativity transformed a once negatively viewed industry into the trendiest way of eating on-the-go.

Knowing the industry's history can help entrepreneurs appreciate the current tools available, learn from the mistakes or be inspired by the successes, and anticipate what may come next to ensure that their food truck business will be remembered as one of the greats. And sometimes, with a bit of creativity and innovation, a mobile food business may even set the trend and redefine an industry.